



The Cleveland Museum of Art

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Contact: Bill Prenevost
421-7340 ext. 260

VATICAN TREASURES DRAWS 12,000 IN FIRST WEEK TICKETS AVAILABLE FOR WALK-UP

(CLEVELAND, OH) The Cleveland Museum of Art today announced ticket figures for the first week of **Vatican Treasures**. William Prenevost, Senior Officer of External Affairs made the following statement:

"Just over 12,000 visitors attended the first week, placing it almost exactly midway between the first week attendances of **Pharaohs** and **Fabergé**. Visitorship to **Vatican Treasures** averaged 2,000 per day compared with 1,400 per day for **Pharaohs** and 2,500 per day for the first week of the blockbuster **Fabergé**. In total attendance to date, including pre-opening member and sponsor activities, the Vatican show is even with **Fabergé** with approximately 18,000 visitors.

"Unfortunately, early rumors of being sold out has created a flood of phone calls at the same time it has diminished the amount of walk-up attendance we normally get for an exhibition like this. Plenty of tickets are available at the door for almost every time slot for every day that remains. Of the 600 or so time slots remaining, only a dozen or so are filled."

A **Vatican Treasures** ticket update telephone extension has been set-up for people to find out what time slots have been sold out in advance. The number is 421-7340, extension 297. Updates will be made twice a week, on Mondays and Fridays.

(more...)

Total tickets sold to date including all advance sales is estimated at 55,000. Some 530 group bookings account for about 27,000 of those tickets. Capacity for the nine week Cleveland-only exhibition is approximately 200,000. Also, an estimated 2,500 new memberships have been received since promotions for **Vatican Treasures** began.

According to Prenevost, "We know from previous shows like this that many people will wait until the final weeks and that's when considerable blocks of time, even complete days, will sell out in advance. Our advice is for visitors traveling any distance to order advance tickets no matter what day. People without any real time restrictions can get tickets at the door on any day, especially at "off- peak" hours. Generally speaking, peak hours are 11 a.m. to 2 p.m. weekdays, 10 a.m. to 2 p.m weekends."

Due to the great demand for advance tickets and memberships, the telephone lines to the museum's new ticket center have often been busy. Starting February 19, new telephone software will be in operation to help handle the large number of calls. The museum has also added a second shift to take phone orders between 4 p.m. and 8 p.m. The ticket center begins taking orders at 10 a.m. The telephone number is (216) 421-7350 or, outside area code 216 toll free 1-888-CMA-0033.

Plenty of tickets are also available at the door for the remaining concerts and lectures relating to *Vatican Treasures* including the lecture by Vatican Museums acting director general Francesco Buranelli on February 25.

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